Agenda Item 8: Microtransit Software Agreement
First-Last Mile Connection

• First-last mile connections to the SMART stations are essential for riders to conveniently access the system
• Solutions range from auto parking to bike-share, scooter-share, bike parking, convenient bus connections, and on-demand car and shuttle services
Sonoma County Airport Station

- The Airport SMART Station is 1.2 miles from the Airport Passenger Terminal
- Only connection options are walking, taxi/Uber/Lyft, or SCT Route 62
- Flight passengers are at an all-time high
- Over 3,000 employees and 1,000 residents within 1 mile of the station, with more projects in the pipeline
What is Microtransit?

• Microtransit uses the technology made popular by on-demand services such as Uber and Lyft to offer flexible routing for public transit
• Traditional transit picks up passengers at set stops and times
• On-demand microtransit creates efficient routing based on customer ride requests
Flexible, On-Demand Technology

• Riders request microtransit through a smartphone or call center and get an estimate of their pickup time
• Algorithm analyzes requests and dispatches trips dynamically, pooling people onto the vehicle along the way
• The routing is automated, flexible and efficient – with features like digital payment, seat reservations, and live traffic updates
• Passengers catch a ride from wherever they request the trip or a “virtual bus stop” for more efficient service
Microtransit Software

- **July 2022** – Board gave direction to issue RFP for both the microtransit software and the service provision, separately.
- **Sept 2022** – SMART issued RFP for microtransit software platform
  - Received seven proposals
  - Recommending The Routing Company as best value to SMART
The Routing Company

Operate completely **flexible transit.**
Features

- **Book Your Trip**
  - **Ride Pingo**: Transit Connect and Pingo Journey

- **Drive Pingo – Driver App**
  - Dynamic scheduling and turn-by-turn, hands-free navigation

- **Agency Dashboard**
  - Creating Service Zones and Parameters
  - Performance/Data Reporting
Built for SMART.
Next Steps

- Award contract to Routing Company for Microtransit Software (SAAS)
- Proceed with a procurement for an operator to run a shuttle at the Sonoma County Airport stop

Shuttle Operations:
  a) private contractor (through RFP)
  b) public transit partner (interagency agreement)

**Goal:** create a **scalable model** that can be adapted for microtransit shuttle provision at other SMART stations.
Recommendation

Authorize the General Manager to execute contract with The Routing Company to furnish, implement, customize, and maintain a Microtransit Software as a Service software platform and solution, for a total not-to-exceed amount of $60,000.
Questions?